2018 International Winter Sports (Beijing) Expo
WORLD WINTER SPORTS (BEIJING) EXPO 2018

Li Zhang
Vice President
IDG (International Data Group) – China
Your Reliable Partner in China and Beyond.
ABOUT IDG
- 1964 established in Boston, US
- 97 countries
- 20,000 employees
- IDG China: 1980
About IDG

1. IDG CAPITAL

2. MEDIA PUBLISHING

3. MARKET RESEARCH

4. EVENTS & CONFERENCES

5. SPORTS & CULTURE
IDG Capital

- The 1st VC into China; Top 3 VCs in China for decades.
- 150 billion fund
- 600 companies invested in China
- 150 companies exited
1. Internet
   Tencent, Baidu, Ctrip, Sohu Internet, JRJ, Youku Tudou, Meitu, Xiaomi and other internet companies.

2. Culture
   The "Impression Series" by Zhang Yimou, "Turandot" staged in Beijing's Forbidden City and Bird's Nest, the movie "My Old Classmate", "Inception", the Great Wall Forest Art Festival and other cultural projects.

3. Sports
   Swiss Infront, Super Sports Media Inc., Kunlun Fight, French Football Club Lyon, 700Bike and other sports projects.
IDG Media

- The 1st US publisher into China.
- 97 countries
- 800 media (460 websites, 179 paper media, 200 mobile media & Apps)
- 60 joint-venture media companies in China
- 50 disciplines
About IDG Media Publishing

**IT Publications:**

**Electronic Publications:**
Electronic Engineering & Product World, Electronic Products China.

**Consumer Publications:**
IDG Market Research - IDC

- 3800 clients served by IDC China
- top-quality professional research for Fortune Top 500
- Global reach
- 22 disciplines of professional market research
IDC is the premier global provider of market intelligence, advisory services and events for the information technology, telecommunications and consumer technology markets. IDC has over 900 analysts around the world, who have very global, regional and localized views. The Analysts focuses on the technique development and trend, as well as marketing opportunities for over 90 countries.
IDG Events & Conferences

- 700 international professional exhibitions annually
- 67 countries
Events & Conferences

IDG World Expo (IDG World Expo Ltd.) hosts more than 700 international professional exhibitions in 67 countries and regions in the whole world every year. By making full use of the synergies and advantages of the expertise of the Group's market research, media coverage, and venture capital investment, it has gained rich experience and its unique competitive edge in the international exhibition industry.
China Hi-Tech Fair
Cooperating with the People’s Government of Shenzhen Municipality on “China Hi-Tech Fair” since 1999, which has now evolved into the world’s largest science and technology fair. It has made remarkable contributions to the industry upgrading in Shenzhen and helped establish the image of Shenzhen as a science and technology city.

IDG World Expo

Olympic Fair
Co-hosted by the International Olympic Committee and the Beijing Municipal Government in 2008

Shanghai World Expo
IDG World Expo undertook the design, construction, operation and management of a number of pavilions at Shanghai World Expo and organized more than 900 “Happy Parade” shows for the World Expo Park and was awarded the honor of “Excellent Partner” by the Coordination Bureau of Shanghai World Expo.

World Winter Sports (Beijing) Expo
IDG World Expo co-founded the “World Winter Sports (Beijing) Expo” (WWSE) with the People’s Government of Beijing Municipality, the Organizing Committee of 2022 Beijing Olympic Winter Games, Beijing Olympic City Development Association and other relevant institutions, which gained wide support from the International Olympic Committee and the Seven International Organizations of Winter Sports.
IDG Sports

- Fund: Sports Fund (20 billion Yuan), Winter Sports Fund (2 billion Yuan)
- Incubators
- Sports Training Centers & Skiing Resorts
Focusing on Ice and Snow Industry

- Resources in sports, education, tourism, and etc.
- Unique advantage in marketing and media publishing.
- Large ice and snow events -- World Winter Sports (Beijing) Expo, and etc.
- Winter Sports Entering Schools

20 Billion RMB Special Fund for Sports

- Preparing 20 billion special fund to invest in sports industry, to discover and develop the unicorn in China’s sports industry.
IDG Incubator has been established in Guangzhou, Beijing, Shenzhen, Chengdu, Hangzhou, Silicon Valley, and etc.

- Integrated with local development and resources, and connected with global resources; IDG Incubator keeps focusing on the hotspot of industries.

- IDG Incubator aims to establish an international training classroom for startup companies, and industrial alliance for intelligent hardware; to efficiently improve the communications and development of hi-tech both overseas and at home; as well as to increase new ideas and energy for models at different places.
Founder and Chairman of IDG Patrick J. McGovern was received by several national leaders.

State Councilor Liu Yandong received the founder and chairman of IDG Mr. McGovern in Beijing.
Founder and Chairman of IDG Patrick J. McGovern was received by several national leaders.
中国冰雪产业发展趋势及机遇
CHINA WINTER SPORTS INDUSTRY DEVELOPMENT TREND AND OPPORTUNITIES
The winter sports industry will achieve **600 Billion** by 2020.

The winter sports industry will achieve **800 Billion** by 2022.

The winter sports industry will achieve **1 Trillion** by 2025.
In 2016-2017, the Ski Population in China has achieved **13.6 Million**. The population will achieve **30 Million** in 2022.

In 2016-2017, the Ski Person-time in China has achieved **16.2 Million**. The person-time will achieve **55 Million** in 2022.
Development of Ice & Snow Sports Featured Schools

To achieve 2000 by 2020, and 5000 by 2025.
Golden Age
brought by 2022 Winter Olympic Games

Growth rate 20%

Venues under Construction

Ice Rink
By June of 2017: 259
2022: More than 650

Ski Resorts
By June of 2017: 660
2022: Aiming to achieve 800, the total market will achieve 1100
Demands of Ice Ski Facilities and Equipment

2016-2022 Demands of Ski Rinks Constructions and Facilities, and Market Scale in China

- The market of refrigerating system will increase from 400 million to 900 million by 2022.
- The total market scale of ski facilities will increase from 700 million to 1.5 billion by 2022.
2018 International Winter Sports Expo (Beijing)

World Winter Sports (Beijing) Expo 2018

The Power of Ice & Snow
About WWSE

- One of the world's largest and most authoritative expos in winter sports industry.
- Promoting the comprehensive progress of Chinese winter sports industry and driving the advancement of winter sports industry chain in China and worldwide.
- Establishing international communication channels for winter sports, introducing the products and service chain from winter sports industry worldwide to attract public attention and participation.
- Developing China’s winter sports market, which is of huge potential, through integrating resources and building a one-stop purchasing platform.
World Winter Sports (Beijing) Expo, co-organized by Beijing Olympic City Development Association (BODA) and International Data Group (IDG), is a professional and authoritative international exposition focusing specifically on winter sports. It aims to introduce the knowledge of winter sports to Chinese and promote the project of “engaging 300 million people on the ice and snow” to popularize the winter sports activities in China. The World Winter Sports (Beijing) Expo has been held annually since 2016 in Beijing, China. It is on its way to become the largest world-leading exposition of winter sports. As a professional and national-level exhibition, WWSE wins over support and cooperation from the International Olympics Committee (IOC) and federations of seven winter Olympic sports. It will support the preparation for the 2022 Winter Olympics, promote the comprehensive development of sports in China, and help usher in a promising future of the booming winter sports industry in China.
Organizers

Supported by:
Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games
Chinese Olympic Committee
All-China Sports Federation

Organizers:
Beijing Olympic City Development Association (BODA), International Data Group (IDG)

Producers:
Beijing Olympic City Development Center
IDG World Expo China Co., Ltd.

Partner Organizations:
Association of the International Olympic Winter Sports Federation (AIOWF):
International Luge Federation (FIL)
International Bobsleigh and Skeleton Federation (IBSF)
International Ski Federation (FIS)
International Ice Hockey Federation (IIHF)
International Skating Union (ISU)
World Curling Federation (WCF)
International Biathlon Union (IBU)
Organizers

Partner Organizations in China:
Sports Equipment Center of General Administration of Sport of China
Department Communication and Culture of China Disabled Persons' Federation Communications
Department of CPC Beijing Municipal Committee
Beijing Municipal Education Commission
Beijing Municipal Public Security Bureau
Beijing Municipal Bureau of Finance
Beijing Municipal Commission of City Management
Beijing Municipal Commission of Commerce
Beijing Municipal Commission of Tourism Development
Foreign Affairs Office of the People’s Government of Beijing Municipality
Beijing Municipal Bureau of Sports
China Communist Youth League Beijing Committee
Government of Yanqing, Government of Zhangjiakou
Beijing Olympic Park Administration Committee
Beijing State-owned Assets Management Co., Ltd.
Northstar Industrial Group, etc.
Review of WWSE2017
**WWSE 2017**

**Brief Introduction**

- World Winter Sports (Beijing) Expo
- Goal: To become one of the world's biggest and most authoritative expos in winter sports
- Venue: China National Convention Center (CNCC), Beijing

**About World Winter Sports (Beijing) Expo 2017**

- Trade Show: Sept. 7-10, 2017
- Conference and Industry Forums: Sept. 7-8
- Theme: Leading the Way
- Exhibition, Conference, Summit, Events
- Website: www.wwse2022.com
Key Figures of WWSE2017

- **Exhibition Area:** 26,000 m²
- **Parallel Forums:** 20
- **Visits:** 125,000
- **Professional Visitors:** 20,000
- **Brands:** 400
- **Speakers:** 200
- **Media:** 500

The WWSE 2017 itself provided over 26,000 m² of the exhibition area and attracted over 400 Chinese and foreign brands, about 125,000 visitors in four days, and more than 500 media from home and abroad. The expo aims to showcase the latest achievement in the ice and snow industry of China and the World, to promote the Beijing 2022 Winter Olympic Games, as well as to lead the way of China’s winter sports industry.
Professional Visitors Composition

- Winter Sports Industry: 13.00%
- Sports System: 9.00%
- Education System: 11.00%
- Tourism System: 8.00%
- Club: 8.00%
- Media: 3.00%
- Department Store System: 10.00%
- Others: 7.00%
- Procurement Channel: 31.00%
The Winter Expo attracted in the number of more than 500 international medias from China, China Hong Kong, Japan, Canada, US, France etc. with speech and interviews in the bi-lingual Chinese and English news reported over the total number of 2000. The mainstream medias publish reports with affirmative compliment to the Expo such as CCTV, BJTV, ChinaNews, PeopleNews, Takungpao HongKong, Wenhuipo Hongkong, Ifeng HongKong.
Business Partners (part of)
Government Officials and Leaders from International Organizations

Chen Jining, Deputy Secretary of the CPC Beijing Municipal Committee, Acting Mayor, Executive President of Beijing Winter Olympic Games Organising Committee

Zhang Jiandong, Deputy Mayor of Beijing, Executive Vice President of Beijing Winter Olympic Games Organising Committee and Vice Chairman of Beijing Olympic City Development Association

Liu Jingmin, Deputy Mayor of Beijing, Executive Vice President of Beijing Olympic City Development Association

Yu Zaiqing, Vice President of International Olympic Committee, Vice President of Chinese Olympic Committee, Vice President of Beijing Winter Olympic Games Organising Committee

Gao Zhidan, Deputy Director of State General Administration of Sport of China and Vice President of Olympic Committee

Thomas Bach, Current President of the International Olympic Committee
Government Officials and Leaders from International Organizations

Anders Besseberg, President of IBU

Sarah Lewis, Secretary General of FIS

Jan Dijkema, President of ISU

Risto Nieminen, Member of Beijing 2022 Winter Olympics Coordination Committee

Michael Marklund, Member of Swedish Olympics Committee, President of Swedish Curling Federation

Yang Yang, Member of the IOC
Government Officials and Leaders from International Organizations

H.E. Jean-Jacques de Dardel, Ambassador of Switzerland to the People’s Republic of China

Heinz Fischer, Former President of the Republic of Austria; President of the Austrian Association for Promotion of Friendship and Cultural Relations of China

Jiang Xiaoyu, Vice Chairman of BODA

Irina GLADKIKH, Head of Winter Sports and IF Relations

Ingunn TROSHOLMEN, Deputy Mayor of Lillehammer, Norway

Takatoshi Machida, Deputy Mayor of Sapporo, Japan
Government Officials and Leaders from International Organizations

Nasima Razmyor, Deputy Mayor of Helsinki, Finland

Gerhard Walter, Director of Engadin St. Moritz

Yoshinori Otsuki, International Director of Nagano-ken County Culture Department

Hugo Shong, Global Chairman of IDG Capital

Peter Hirvell, President of AST group
Chen Jining, Deputy Secretary of the CPC Beijing Municipal Committee, Acting Mayor, Executive President of Beijing Winter Olympic Games Organizing Committee

Heinz Fischer, Former President of the Republic of Austria; President of the Austrian Association for Promotion of Friendship and Cultural Relations with China

Yang Yang, Member of the IOC

Anders Besseberg, President of IBU

Jan Dijkema, President of ISU

Sarah Lewis, Secretary-General of FIS

Liu Jingming, Vice Chairman of Education, Science, Culture, Public Health and Sports Committee of the National Committee of the Chinese People’s Political Consultative Conference(CPPCC)

Jiang Xiaoyu, Vice Chairman of BODA
The Opening Ceremony and Main Conference
Winter Sports on Campus Forum (Popularization of Youth Ice and Snow Sports)
Ice Rink Operation and Management Forum
Olympic City Development Forum
Winter Sports Entrepreneurship Competition
Ski Resort Operation and Management Forum
Winter Sports Entertainment Forum
Winter Sports Technology Innovation Forum
Winter Sports Training and Talent Development Forum
Winter Sports Marketing Forum
Winter Sports Tourism Forum
Swiss Pavilion Theme Activity Week
The Opportunities and Challenges brought by 2022 Winter Olympic
**WWSE2017 Forums**

- Finland 100 Natural Architecture Summit
- Finland National Tourism Forum
- Finland National Education Forum
- Norway China Winter Sports Economic Forum
- China Ice and Snow Industry Capital Summit
- Press Conference
- Award Ceremony for WSTOPS winter sports of 2017
- Launch Event of Dry Skiing Theme Park at Olympic Forest Park
- New Era of Resort City - Promotion Seminar of Fulong Holding Co., Ltd.
- Inspire Forum by CCTV Five
- COOL Ice and Snow, Cool Industry
- Winter Sports and Camp Education
- China Skiing Competitions Forum
WWSE2017 Activities

- Promotion of Public Stage
- Enterprise Signing Ceremony
- Swiss Pavilion Theme Activity Week
- Ice Sports Experience
- Dry Snow Show and Experience
- Product Press
- Reports Press

- Snow Park Experience
- Dry Ice Show and Experience
- Policy Interpretation
- Korean Pavilion Activities
- AR Ski
- Ice Cuqiu
- Snowboarding Maintenance Service
- Polar Glacier Experience
2018 International Winter Sports (Beijing) Exhibition
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WWSE2017 News

CCTV1 News
CCTV 5 WWSE Theme
CETV
BTV Beijing News
BTV Capital Economics
Beijing Times